

CLAIMS

I claim:

5 *Sub 1* 1. A method enabling a first party to send a gift to a second party, wherein the second party is identified only by a pseudonym; comprising the steps of:

a. receiving from a first party a request to take an order for a gift to a second party;

b. obtaining from said first party an identification of a gift to be sent to said second party;

c. obtaining from said first party a pseudonym of said second party;

10 and,

d. securing a non-pseudonymous name and address associated with said second party's pseudonym.

15 2. The method of Claim 1, further including the step of issuing an order that said gift identified by said first party be sent to said second party's non-pseudonymous name and address.

*Sub 3*  
20 3. The method of Claim 1, wherein said step of securing a non-pseudonymous name and address associated with said second party's pseudonym is carried out by looking up said second party's pseudonym in a database.

*Sub 4*  
25 4. The method of Claim 1, wherein said step of securing a non-pseudonymous name and address associated with said second party's pseudonym is carried out by contacting said second party and requesting revelation of said second party's non-pseudonymous name and address.

*Sub 5*  
30 5. The method of Claim 1, further including the steps of, prior to the step of receiving said request for said gift by said first party,:

i. giving said second party an opportunity to choose whether said second party will accept, or will not accept, attempted gifts addressed only to said second party's pseudonym; and,

ii. storing said second party's choice, if made, in said database in association with said second party's pseudonym or name and address.

5 6. The method of Claim 5, further including the step of, upon obtaining said second party's pseudonym from said first party, checking said second party's stored choice.

10 7. The method of Claim 6, further including the step of, if said second party's choice was to accept gifts addressed only to said second party's pseudonym, issuing an order that said gift identified by said first party be sent to said second party's non-pseudonymous name and address.

15 8. The method of Claim 6, further including the step of, if said second party's choice was not to accept gifts addressed only to said second party's pseudonym, or if said second party made no choice, initiating means for preventing said gift identified by said first party from being sent to said second party's non-pseudonymous name and address.

20 9. The method of Claim 8, further including the step of informing said first party that said second party has not chosen to accept gifts addressed only to said second party's pseudonym.

25 10. The method of Claim 1, wherein said order that said gift be sent is issued to a third party.

11. The method of Claim 1, further including the step of giving said first party an opportunity to reveal true identity information about said first party's self.

30 12. The method of Claim 1, further including the step of giving said second party an opportunity to reveal true identity information about said second party's self.

13. The method of Claim 1, further including the step of charging a fee to said first party.

14. The method of Claim 13, wherein said fee is charged after the step of issuing said order that said gift be sent.

15. The method of Claim 13, further including the step of confirming receipt of said order that said gift be sent, before charging said fee to said first party.

16. The method of Claim 1, further including the step of charging a first fee to said first party for carrying out all steps up to and including issuing said order that said gift be sent.

17. The method of Claim 16, further including the step of charging a second fee to said first party, wherein said second fee is related to the value of said gift.

18. The method of Claim 1, further including the step of charging a fee to said second party.

19. A system for enabling a first party to send a gift to a second party, comprising:

- a. means for a first party to identify one's self;
- b. means for said first party to identify a gift;
- c. means for said first party to identify said second party by a pseudonym of said second party;
- d. means for storing said first party's identity, said gift identity, and said second party's pseudonym;
- e. means for determining said second party's true name and mailing address from said pseudonym; and,
- f. means for sending said identified gift to said second party in said second party's true name at said second party's true mailing address.

20. The system of Claim 19, further including means for charging a fee to said first party.

21. The system of Claim 19, further including means for enabling said second party to refuse a gift from said first party.

22. The system of Claim 19, further including means for enabling said second party to refuse a gift from said first party if said first party is identified only by a pseudonym.

23. The system of Claim 19, further including means for enabling said second party to refuse a gift from said first party if said first party is anonymous.

24. The system of Claim 19, further including means for enabling said second party to refuse a gift from said first party if said first party is identified by a particular pseudonym or true name.

25. The system of Claim 19, further including means for enabling said second party to refuse a gift from said first party if said gift is of a particular product-type.

26. The system of Claim 19, further including means for enabling said second party to respond to said first party after delivery of a gift sent to said second party by said first party.

27. The system of Claim 19, further including means for enabling said second party to respond to said first party after refusal of an attempted gift to said second party by said first party.

28. The system of Claim 19, further including means for enabling said first party to reveal or maintain confidentiality of said first party's true identity information.

29. The system of Claim 19, further including means for enabling said second party to reveal or maintain confidentiality of said second party's true identity information.

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